

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPTON, INC.

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# Brilliant deduction.

Why is Merit Ultra Lights one of today's fastest growing brands? It is our hypothesis that it has something or other to do with how good it tastes. What do you think?

Enriched Flavor,<sup>TM</sup> ultra low tar. A solution with Merit.



## Merit Ultra Lights

SURGEON GENERAL'S WARNING: Cigarette  
Smoke Contains Carbon Monoxide.

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Kings: 5 mg "tar," 0.5 mg nicotine av. per cigarette by FTC method.

